



CITY OF SAINT PAUL

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Date: August 2, 2012
To: Planning Commission
From: Neighborhood Planning Committee
Re: Near East Side Roadmap and Zoning Study
Public Hearing Response Memo

On October 27, 2010, the Planning Commission initiated a small area plan and 40-acre zoning study for property along E. 7th Street between Mounds Boulevard and Johnson Parkway, lower Arcade, and Minnehaha Ave between Arcade and Payne Avenue, and established a neighborhood task force to develop recommendations for the plan and zoning study.¹ Dubbed the “Near East Side,” the study area includes properties in both Districts 4 and 5; the task force was co-chaired by a planning commissioner and a District 4 resident.

The “Near East Side Roadmap” and zoning recommendations developed by the Near East Side Task Force were adopted by the task force in February 2012 and are now being submitted to the Planning Commission and City Council for consideration and adoption. Objectives and strategies in the plan address commercial and residential real estate (both buildings and vacant property), multi-modal streets, pedestrian-oriented improvements, community building, neighborhood and business capacity, land use, and rezoning. The plan is an implementation plan or work plan, and is therefore more detailed than a typical small area plan that might focus mostly on land use.

The attached draft Near East Side Roadmap for adoption as an addendum to the Saint Paul Comprehensive Plan was modeled partially on the “Smith Avenue Revitalization Plan” adopted by the City in 2011. Its format deviates slightly from the Planning Commission-approved addendum plan format and focuses on objectives and action steps involving both the City and other implementing partners. The draft plan has been reviewed by affected City departments (Public Works and Parks and Recreation) for consistency with City policies and the Comprehensive Plan. Following City department review, the Near East Side Task Force reconvened on February 28, 2012, to review the attached draft plan and unanimously approved it with some minor edits.

¹ The 2010 resolution was based in part on a Planning Commission Resolution from 2005 that initiated a small area plan and 40-acre rezoning study for the Middle Section South (“Brewery” neighborhood) and Phalen Atlantic areas of the Phalen Corridor (Earl-Johnson Pkwy-Phalen Blvd-Minnehaha). This planning process never occurred. In addition, there was recognition that the recommendations of the Phalen Middle Section Plan Amendment [to the Phalen Corridor Development Strategy] were largely implemented by 2010 (affecting the area around E. 7th, Arcade, and Phalen Boulevard). Finally, there was a sense that E. 7th Street was in need of a commercial corridor revitalization strategy, including the area of the former 3M site (now Beacon Bluff).

Public Hearing

On May 18, 2012 a public hearing was held before the Planning Commission regarding the Near East Side Roadmap and Near East Side Zoning Study. Testimony was heard from 10 residents and affected property owners. Additional letters were received from Districts 4 and 5.

Testimony in support. Positive testimony was heard from Lorrie Louder with the Saint Paul Port Authority, Tom Cook with Metropolitan State University, Deanna Foster with District 4, Carol Carey of Historic Saint Paul (also a Dayton's Bluff resident), and Al Oertwig with District 5. All parties expressed satisfaction with the process and the outcomes and expressed interest in continuing to work in the study area to make positive change. Stefan Pomeranke, a Dayton's Bluff resident, also spoke in favor of the plan, and asked that an east-west bikeway be considered for the area, potentially on Margaret.

Testimony in opposition. More critical testimony was heard from two parties, both referencing the zoning study and the effect proposed rezoning would have on their property.

1. Richard Gardell, who represents 180 Degrees, a neighborhood organization providing youth development opportunities for neighborhood youth and their families, spoke in opposition to the proposed rezoning of his property. Mr. Gardell stated that he purchased his property with the intent of using it for B3-permitted uses. He stated that he has already put more than \$30,000 into his property with the understanding that it could be used for the uses listed in the B3 use tables. Mr. Gardell said that he had a long-term commitment to Saint Paul and neighborhood youth, which would be negatively affected by a change in zoning from B3 to T2. Mr. Gardell stated that if his property (the old Martin Lumber site) is re-zoned, he will be unable to pave the lot to the east of his property due to restrictions on parking location in the T2 zone. In addition, Mr. Gardell stated his opposition to the properties at 1289 and 1291 7th Street E. being rezoned to IR from I1. This was a follow-up to a letter received 3/7/12. Mr. Gardell reiterated his organization's opposition to IR because it would not allow a retail storage facility (rental) on the property. The revenue stream associated with the use of the property is estimated to be \$70,000/year, and this was considered a source of revenue for ongoing maintenance and operation of the property when they recently purchased it.
2. Linda Gear, who lives at 658 Reaney, asked that her block not be changed from R4 to T2. She stated that her property is the only one on her block with a proposed change and she would like to keep the R4 zoning. None of the other four property owners in this island of R4 have commented on the plan to rezone their property.

Letters were received from Districts 4 and 5 and Jane Prince which support Mrs. Gear's concern for rezoning of her property. Ms. Prince also supports leaving Mr. Gardell's property as B3.

Committee recommendation

180 Degrees. Mr. Gardell presents a compelling argument for retaining the current zoning at the 180 Degrees properties at 1289 and 1291 7th St. E and 1301 7th St. E. Retaining the existing I1 and B3 zoning would be consistent with the uses the property was purchased for and eliminates the need for future zoning changes or variances to the code should Mr. Gardell improve his property further. In addition, undue financial hardship would be caused for Mr. Gardell and his

organization if the properties were to be re-zoned. Staff recommends that the zoning for these properties remain I1 and B3.

658 Reaney. Despite the community support for maintaining the properties on Reaney, including 658 Reaney as R4 zoned properties, the Committee recommends that these properties should be rezoned to T2. These five small residential lots are currently zoned R4 and are an island of R4 within a sea of T2 and I2. Re-zoning these properties to T2 would make them consistent with the surrounding zoning. T2 provides for the existing residential uses as permitted uses, and also provides for new residential, office and commercial uses, compatible with existing uses in the area and appropriate at this location with good access via Payne Avenue. In addition, the more flexible uses allowed by T2 may be beneficial to existing owners of the 5 small R4 lots by providing for live-work options and small start-up businesses that would be appropriate in this location, thus making the lots more attractive in a tight real-estate market. The Committee supports the task force recommendation that the zoning for these properties be changed from R4 to T2.

The Neighborhood Planning Committee recommends that the Planning Commission approve the Near East Side Roadmap and Rezoning Study and forward it to the Mayor and City Council with a recommendation for adoption of the plan as an addendum to the Saint Paul Comprehensive Plan and adoption of the accompanying zoning changes.

Attachments:

1. Planning Commission Resolution to adopt Near East Side Small Area Plan and Rezoning Study
2. **Near East Side Roadmap draft**
3. **Near East Side Rezoning Study – PINs, addresses, proposed rezonings**
4. Letters/input following the public hearing May 18, 2012:
 - a. Payne-Phalen District 5 Planning Council (May 20, 2012) – community organization requesting that the one-block stretch of Reaney Ave. east of Payne retain its current zoning
 - b. Dayton's Bluff Community Council (May 21, 2012) – community organization requesting that the one-block stretch of Reaney Ave. east of Payne retain its current zoning
 - c. Jane Prince (May 21, 2012) – co-chair of the Near East Side Task Force requesting that the one-block stretch of Reaney Ave. east of Payne retain its current zoning

city of saint paul
planning commission resolution
file number _____
date _____

RESOLUTION RECOMMENDING ADOPTION OF THE *NEAR EAST SIDE ROADMAP AS AN AMENDMENT TO THE SAINT PAUL COMPREHENSIVE PLAN* AND RECOMMENDING ADOPTION OF THE *NEAR EAST SIDE ZONING STUDY*

WHEREAS on November 19, 2010 the Planning Commission initiated a small area plan and 40-acre zoning study for property along E 7th Street in Districts 4 and 5 and established a neighborhood task force ("Task Force") to develop a plan and study, and make recommendations regarding their adoption; and

WHEREAS, the area of the study includes all parcels within 150 feet of East Seventh Street between Maria and Johnson Parkway, as well as the areas known as the Brewery Neighborhood, Phalen-Atlantic Triangle and Beacon Bluff; and

WHEREAS, the Task Force prepared a small area plan and 40-acre zoning study entitled *Near East Side Roadmap* and submitted to the City for consideration and adoption as an addendum to the Saint Paul Comprehensive Plan; and

WHEREAS, the *Near East Side Roadmap* was reviewed by affected City departments for consistency with City policies as well as the City's adopted Comprehensive Plan; and

WHEREAS, a duly noticed public hearing was conducted by the Planning Commission on May 18, 2012; and

WHEREAS, the Planning Commission referred the *Near East Side Roadmap and Zoning Study* to the Neighborhood Planning Committee for consideration, review of the public hearing testimony, and recommendation; and

WHEREAS, the Neighborhood Planning Committee, on July 18, 2012 forwarded its recommendations to the Planning Commission; and

WHEREAS, the Planning Commission is authorized under Minnesota Statutes Section 462.355(2) and Chapter 107 of the Saint Paul Administrative Code to recommend to the Mayor and City Council amendments to the Comprehensive Plan;

moved by _____
seconded by _____
in favor _____
against _____

NOW, THEREFORE, BE IT RESOLVED, under the provisions of Minnesota Statutes § 462.355 and Minnesota Statutes § 462.357, that the Planning Commission hereby recommends adoption of the *Near East Side Roadmap* as an addendum to the Saint Paul Comprehensive Plan; and

BE IT FURTHER RESOLVED, that the Planning Commission recommends adoption of the accompanying *Near East Side Zoning Study* as an amendment to the City of Saint Paul Zoning Maps; and

FINALLY, BE IT RESOLVED, that the Planning Commission directs the Planning Administrator to forward the *Near East Side Roadmap* and *Zoning Study* along with this resolution, to the Mayor and City Council for their review and adoption.



The Near East Side Roadmap - Addendum to the Saint Paul Comprehensive Plan
Recommended by the Saint Paul Planning Commission on _____
Adopted by the City Council _____

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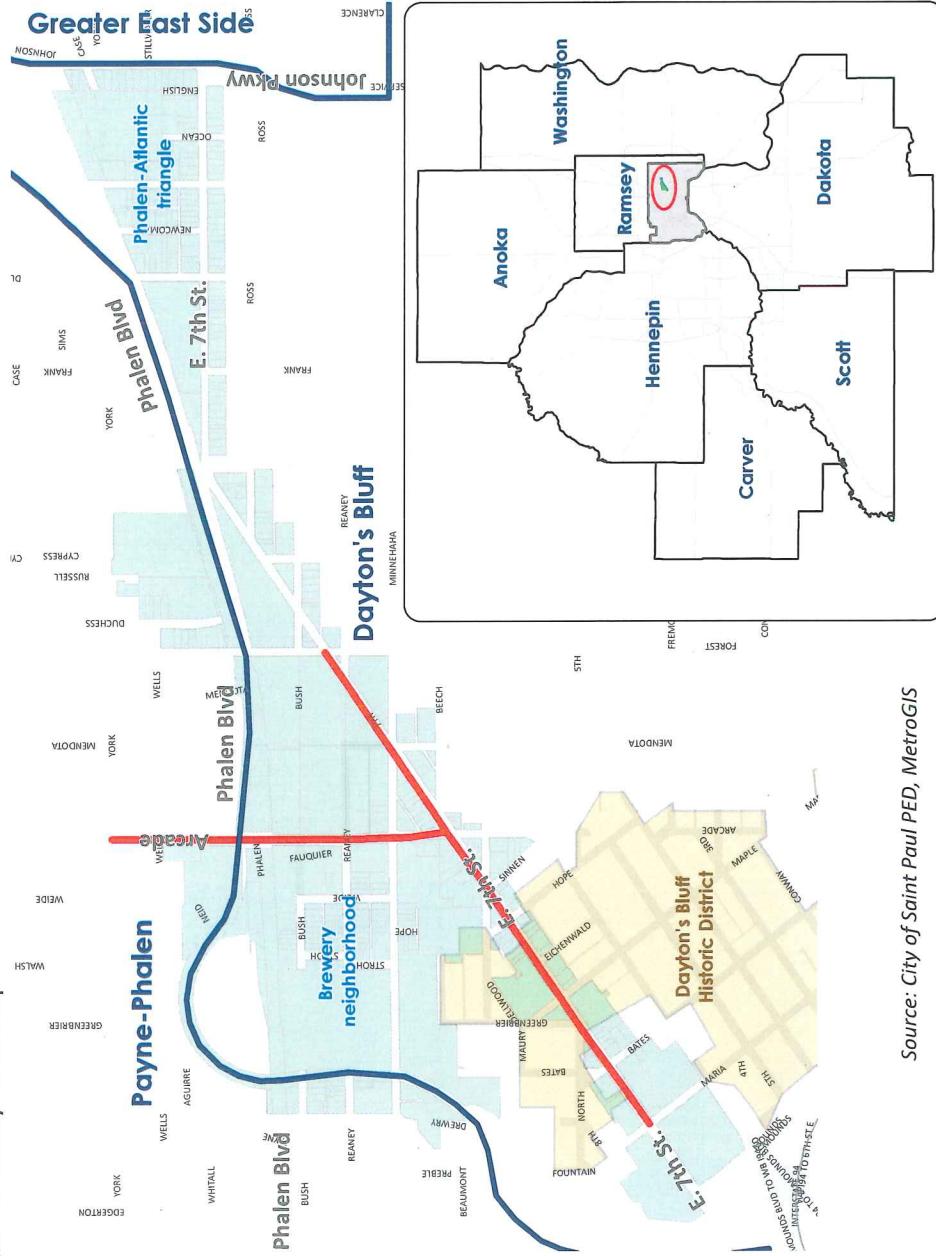
Cover images:

Community Design Center, Historic Saint Paul, Metropolitan Design Center, Dayton's Bluff Community Council, and Metropolitan State University

Near East Side Roadmap

Study Area

Figure 1. Study area map



Source: City of Saint Paul PED, MetroGIS

The Near East Side Study Area extends along both sides of East 7th Street from Maria Street on the southwestern end to Johnson Parkway on the east. It also includes properties on both sides of lower Arcade Street extending just north of Phalen Boulevard to Karl Neid Lane, as well as properties on both sides of Minnehaha Ave East between Arcade and Payne Avenue.

Major planning subgeographies within this study area include the walkable commercial district between Maria and Forest, the Brewery neighborhood (area between the Bruce Vento Trail, Arcade, Phalen Boulevard, and Minnehaha Ave), the Phalen-Atlantic triangle (area between Earl Street, Johnson Parkway, York/Frank/Case/Phalen Blvd, and alley just north of Minnehaha Ave), and the Dayton's Bluff Historic District, applying to study area properties between Bates/Maple and Hope, shown above.

*The Planning Commission passed a resolution in 2005 in support of neighborhood plans for the Middle Section South/Brewery neighborhood as well as the Phalen/Atlantic triangle

Near East Side Roadmap

An Addendum to the Saint Paul Comprehensive Plan - page 1

Purpose

The East 7th Street corridor and Dayton's Bluff neighborhood have experienced many changes that have fundamentally shaped their character. Changes with significant impacts include the decision to locate Metropolitan State University at the old St. John's Hospital, the expansion and loss of major employers such as Hamm's (later Stroh's) brewery and the 3M company, the creation of a local historic district on the lower bluff, and the more recent additions of the Mexican Consulate, CLUES, and several vibrant immigrant businesses to the neighborhood.

The area is no stranger to neighborhood planning efforts. However, previous plans, with a number of exceptions, involved either a larger East Side geography or focused more specifically on other corridors. The most recent plan that included the East 7th corridor, the Phalen Middle Section plan (2004), recommended that the 3M company's R&D/manufacturing presence be retained in the area; the same plan also contains recommendations that have been implemented related to access and open space/recreation. In early 2009, the Saint Paul Port Authority led a Community Advisory Committee through a planning process to create two development concepts for new uses for the former 3M main plant site; these concepts were approved at the end of 2009. Dubbed "Beacon Bluff," the site includes both vacant land and existing buildings for potential new employers.

Previous plans

Below is a list of past small area and neighborhood plans in the Near East Side area:

- Near East Side Neighborhood Improvement Strategy (1989)
- Lower Dayton's Bluff Small Area Plan & 40-Acre Study/Dayton's Bluff Historic District (1992)
- Phalen Corridor Development Strategy (2001)
- Phalen Corridor Westminister Amendment (2001)
- East 7th Street Design Guidelines (2002; adopted by City Council in 2009)
- Phalen Corridor Middle Section Amendment (2004)
- Northeast Corridor Development Plan (2005)
- Phalen Corridor Atlantic Amendment (2006)
- Railroad Island Updated Area Plan (2007)
- Arcade Street Small Area Plan (2007)
- Dayton's Bluff District 4 Plan (2009)

Other studies relevant to study area

- The Hamm's Brewery Reuse Study and Vision Plan (July 2004). The study explored different types of housing reuse; commercial reuse; educational reuse; and complete demolition and redevelopment of the site
- The Beacon Bluff (3M site) Development Concepts (2009).

Near East Side Roadmap

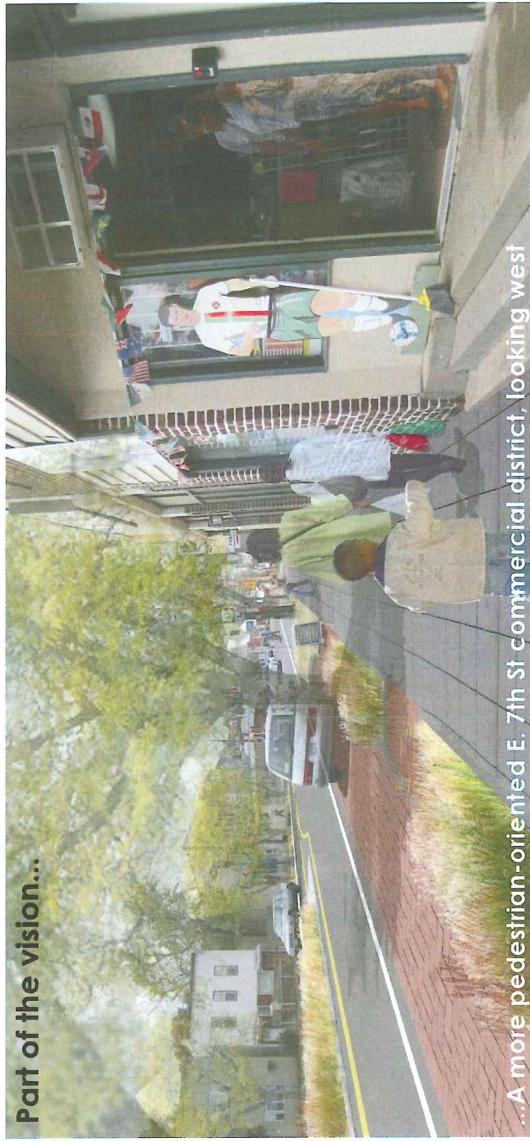
Overall Vision

"A unique, walkable commercial district that is respectful of history, animated by new and ongoing investments, and composed of a strong, engaged mix of businesses, upbeat and supportive neighbors, and enthusiastic, frequent visitors."

- **"Make it Happen on E. 7th Street."** Create a vibrant neighborhood center and a regional destination on E. 7th Street. The *Make it Happen on East 7th Street* initiative will, among other activities, work to promote new strategies for success of existing businesses and find locations for new small and medium size businesses along E. 7th St.
- **Maria to Forest.** Invest in existing buildings and sites near along E. 7th St. from Maria to Forest, to support and enhance the existing mixed use commercial district. Also make investments to the public realm to improve the walkability of this portion of the E. 7th St. streetscape, and lower Arcade Street streetscape north of E. 7th St.
- **Metro State University, Hospital Linen, Beacon Bluff, Globe, Hamm's site.** Take steps to redevelop and/or re-occupy large vacant and under-utilized sites in the short to medium term.
- **Brewery neighborhood and the Phalen-Atlantic Triangle.** Improve the transitions between commercial-industrial and residential uses by supporting existing land use patterns and supporting new development where vacancies exist.
- **The south side of E. 7th Street, east of Forest.** Re-position E. 7th St. east of Forest Street by filling vacant and under-utilized spaces with new, stand-alone multifamily housing, live-work opportunities, and additional small scale commercial-industrial uses.

A walkable, mixed use commercial district

strict. The liveliest portion of the E. 7th St. commercial district lies between Hope and Mendota. Each of the small businesses in this area might have difficulty surviving if located on a stand-alone site. However, because they are clustered together in a walkable commercial district, each business can help create impulse traffic and may lead to sales for the others. Because this roadmap seeks to capitalize on traffic to and from large neighborhood developments and community anchors, it identifies a slightly larger walkable district that extends from Metro State University on the east (Maria) to Beacon Bluff on the west (Forest St.).



Part of the vision...

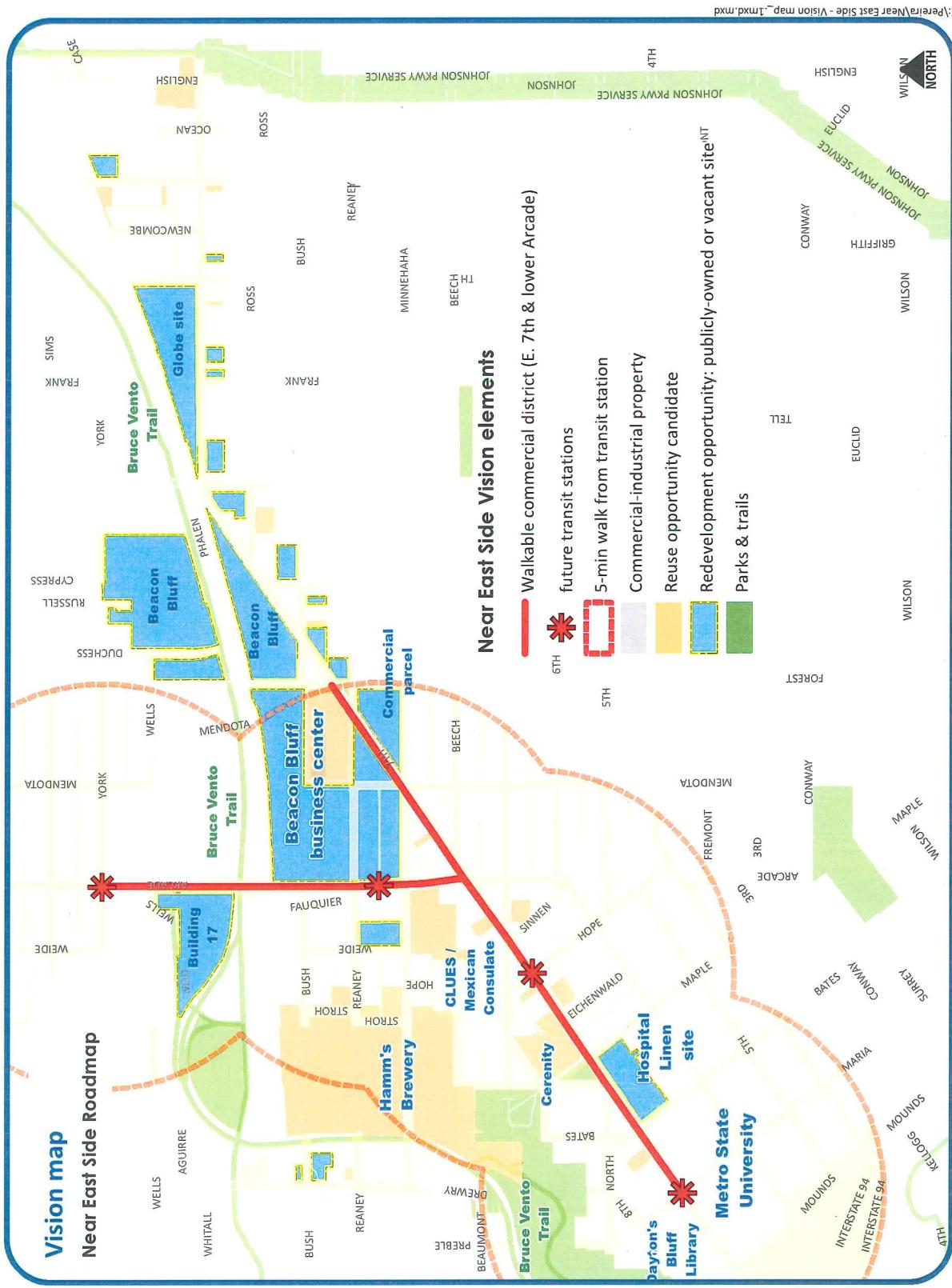
Source: Metropolitan Design Center
...A more pedestrian-oriented E. 7th St commercial district, looking west

Near East Side Roadmap

Near East Side Roadmap

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Figure 2. Vision map





Real estate in support of corridor vitality

The Near East Side Task Force was impatient in the spring of 2011. Long-term plans had not seemed to move the area forward. The Task Force highlighted the need for short-term outcomes that included strategic research on demographics, the market, and vacant buildings, and thoughtful planning for large redevelopment and transit projects. They took a pragmatic approach and re-visited old plans to incorporate good ideas and discard those with less currency, and established a commercial buildings subcommittee to review every building and property in the study area. The result is an “all hands on deck” approach to revitalization, including the need to engage property owners and neighborhood anchors such as Metropolitan State University, and the development of collaborative community partnerships to realize their common vision for E. 7th Street.

Real Estate Objectives and Action Steps (RE)

RE1. Strategic actions for commercial buildings (see Figure 3. Property-specific recommendations, Appendix F, and the *Near East Side Commercial Buildings Subcommittee Report*).

RE1.1. Continue to use existing programs to enhance the appearance of corridor buildings

a. Make façade improvements and aesthetic site improvements

b. Rehabilitate housing in need of repair in the corridor.

c. Increase the coordination of existing programs and resources to leverage more resources and investment.

RE1.2. Develop strategic information to inform the feasibility of reuse of vacant/under-utilized candidate buildings

a. Collect additional, publicly-available building data for candidate buildings (data on age of building; square feet; mechanical/electrical/plumbing systems; condition of roof, windows; accessibility, etc.)

b. Engage building owners to discuss possibilities and access additional information

c. Conduct a building condition assessment for selected priority buildings

RE1.3. Capitalize on available funding sources for existing corridor buildings

a. For traditional commercial structures, utilize available funding sources for rehabilitating buildings such as Main Street Program funds, community development corporation grants/loans, and other governmental, philanthropic, or private sources.



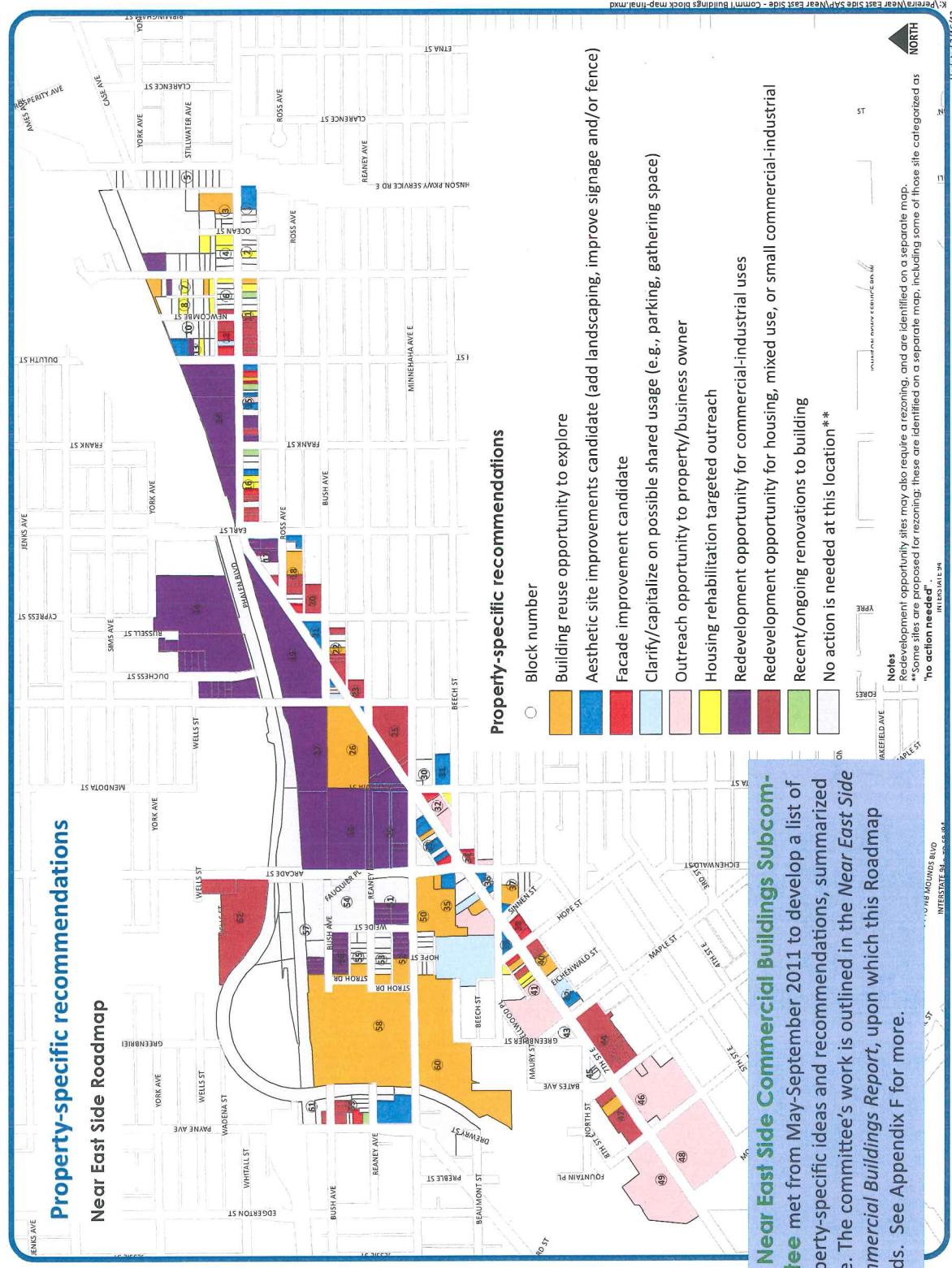
Completed façade improvement by Historic Saint Paul at 796 7th St E.
Source: Karin Du Paul



Facade improvement for Dr. Thao Medical at 796 7th St E.
Source: Historic Saint Paul

Near East Side Roadmap

Figure 3. Property-specific recommendations



Near East Side Roadmap

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Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), continued

RE1.3. (continued)

- b. Explore a re-survey of E. 7th St and surrounding properties in the Dayton's Bluff Historic District to determine if there are buildings or a collection of buildings that are eligible for the National Register of Historic Places. Eligibility or listing on the National Register would open up the possibility of utilizing historic tax credits for income producing properties

RE2. A shared community development ethic through private investment

- RE2.1. Engage the neighborhood anchors (property owner(s) and business owners) to leverage their influence and investments in the corridor.

- a. Determine each anchor's role in supporting revitalization initiatives for E. 7th St.

- b. Work with anchors to ensure their actions are in support of an active streetscape



Key anchor: Metropolitan State University

Its recent Master Facilities Plan (2011) calls for a doubling of the number of students by 2040. Near term plans include constructing a parking ramp and creating a Science Education Center at 6th and Maria. Early planning is beginning for a Student Center, likely to include community meeting space.

RE2.2. Improve storefronts through signage and best practices in storefront design

- a. Work with large property and business owners to improve business signage
 - 1. Develop a creative signage improvement initiative that draws on the district's diverse cultural identities
- b. Improve the appearance of storefront windows
 - 1. Improve the appearance of storefront windows



Source: Luis Pereira



Re-designed sign on H Street in Washington DC, part of an expressive signs project
Source: <http://farm5.static.flickr.com>

A few best practices in storefront and signage appearance...

- Support the use of canvas-type fabrics and discourage plastic fabric in signage
- Permit two colors for sign awnings, and the use of business names & logos
- Differentiate businesses via signage, color, and façade variations
- Reduce visual clutter in windows
- Update storefront window displays monthly and paint doors regularly
- Mandate a 40% minimum and encourage up to a 70% minimum clear-glass frontage at the first level of all newly-constructed storefront spaces

Sustainable Urbanism: Urban Design with Nature, 2008, Douglas Farr, p. 143.

Near East Side Roadmap



Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), *continued*

RE2.3. Develop parking solutions at periodic intervals along E. 7th Street

a. Work with businesses to develop and/or formalize shared parking solutions along 7th within the commercial district, including a menu of solutions for the block between Eichenwald and Hope St, and increased parking supply options on the blocks immediately west of Arcade

b. Further explore ways of using cross streets to develop additional parking solutions

c. Explore and implement best-practice parking policy for high-demand areas of the commercial district, including but not limited to the use of parking time limits, meters, and improvement districts; reducing minimum parking requirements; and redesigning existing lots for better shared use and utilization

RE2.4. Develop and maintain placemaking elements and community gathering spaces at visible places along the E. 7th St corridor

a. Work with anchors, business, and property owners to develop small pieces of their property frontage or sideyard for pedestrian extensions of the sidewalk, patios or small plazas possibly to include seating, lighting, public art, or “pocket” green spaces. This space should be publicly-accessible, but

need not be publicly-owned (See Fig. 4 for a map of possibilities, and Appendix G for criteria).

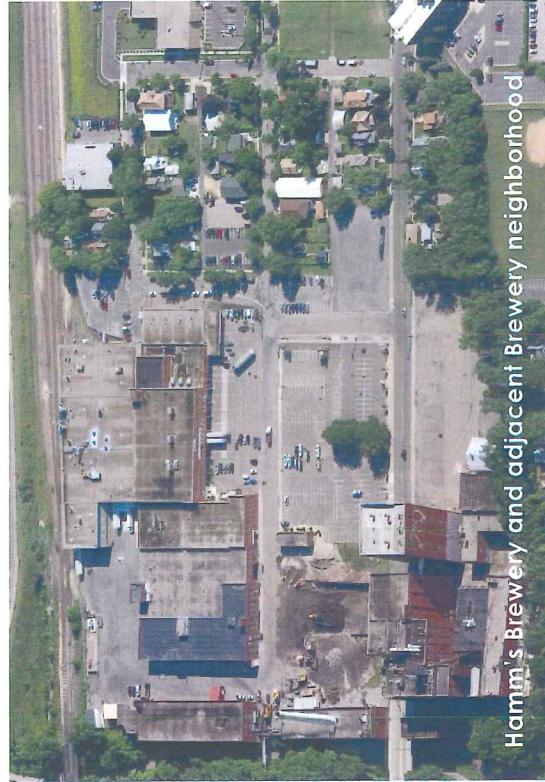
b. Work with building owners to create community murals on blank walls

c. Create “gateway” visual improvements along E. 7th St and at Arcade/7th (e.g., signage, landscaping, wayfinding).

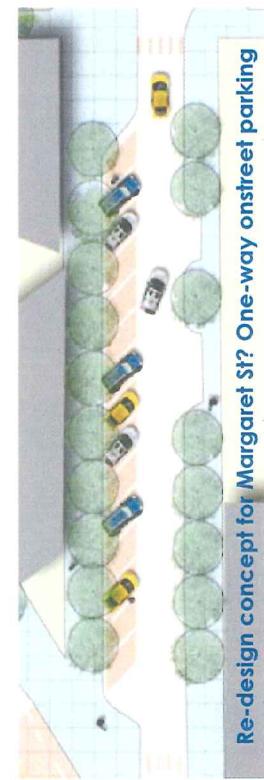
RE3. Increased resident, business, and placemaking activities within the walkable commercial district, especially near transit nodes

RE3.1. Focus efforts and resources on the walkable commercial district from Maria to Forest St

a. Ensure that the expansion of Metro State University has the effect of activating E. 7th Street; i.e., that new construction between Maria and Bates connects to transit and the adjacent commercial district



Source: Google streetview 2012



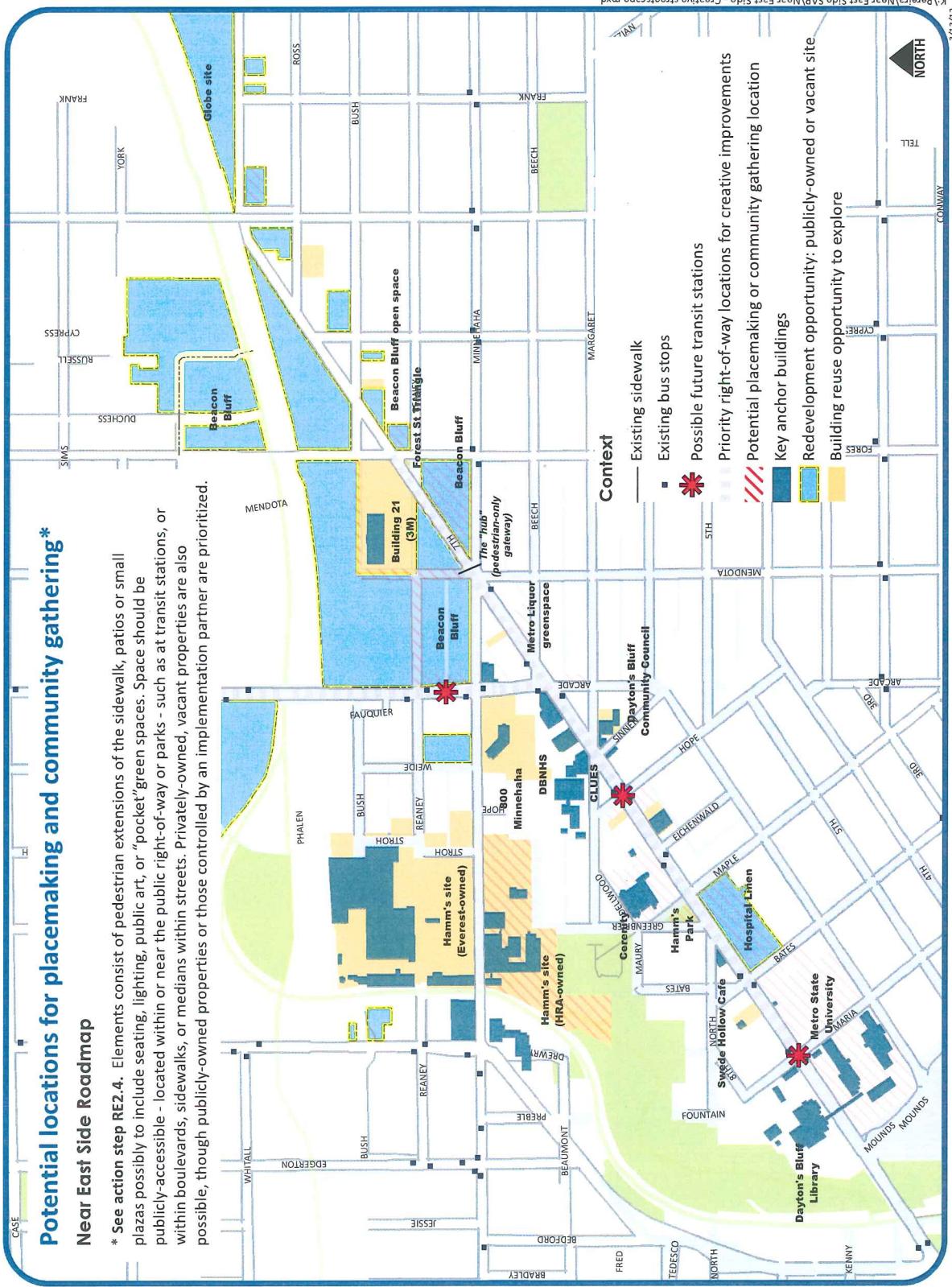
Re-design concept for Margaret St? One-way onstreet parking

Source: Metropolitan Design Center

Near East Side Roadmap

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Figure 4. Creative placemaking opportunities



Near East Side Roadmap

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Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), continued

- RE3.1. Focus efforts and resources on the walkable commercial district from Maria to Forest St, *continued*
 - c. Implement the Beacon Bluff development concepts to support the location of commercial-light industrial businesses and related employment at the former 3M campus.
 - d. Intensify the uses on the block between Maria and Bates, as well as at the 7th/Hope Laundry site



Old Napa/Mercedes site



Forest Street Triangle Park

Source: Google streetview, 2012

- e. Recruit a bank or credit union, a pharmacy, a clothing shop, a food cooperative, an arts/crafts supplies store, and/or additional eating/drinking establishments to locate within the commercial district
- f. Work to find a more productive commercial-retail use for the Old Napa/Mercedes site such as a flexible retail format with leased or condo-ed space(s) for business(es).

- g. Support productive commercial-industrial uses for the vacant M&H property along Minnehaha Ave, the Building 17 site along Arcade, and the vacant commercial spaces within the privately-owned portion of the Hamm's Brewery.
- h. Explore and develop a centralized location for community-oriented urban agriculture

- i. Enhance sight lines to Building 21 of the Beacon Bluff campus
- j. Avert the diversion of the Forest Street Triangle Park by developing an enhancement and maintenance plan in which a community organization and adjacent businesses participate, in order to maintain it as a commercial district amenity.

Of 76 pocket/triangle parks in the city, there are two notable ones in the study area - **Hamm's Park** near the Cerenity property, and the Forest Street Triangle Park near Beacon Bluff. The City of Saint Paul Parks & Recreation Systems Plan states that existing parks should be maintained if they have a purpose, but due to a shrinking budget, the City needs to prioritize its investments. While Hamm's Park was not identified to be diverted from the system, the **Forest Street Triangle** was identified for "enhancement or possible diversion." This means that eventually, Saint Paul Parks may choose to sell it off, or find another entity to maintain it. Models include making it part of the public right of way (Saint Paul Public Works to maintain, like the Maria/McLean park nearby), creating a public-private partnership with adjacent or nearby business(es), or neighborhood volunteers maintaining it. Any of these possible future options would be evaluated with a public process.

Near East Side Roadmap

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Real estate in support of corridor vitality

Real Estate Objectives and Action Steps (RE), continued

RE4. A re-positioned E. 7th Street east of Forest Street and a better-defined Phalen-Atlantic Triangle

RE4.1. Collaborate with the Saint Paul Port Authority and private real estate brokers to determine complementary uses near large industrial properties (Beacon Bluff parcel 4 and the Globe site)

RE4.2. Capitalize on the proximity to Phalen Village, including capturing vehicular traffic to destination commercial uses and bicyclist-pedestrian traffic along Johnson Parkway and Bruce Vento trail

RE4.3. Rehabilitate existing housing to provide greater stability for the area, as per figure 3 (Property-specific recommendations map)

RE4.4. Where multiple vacant buildings or properties exist in a cluster, assemble multiple properties and create opportunities for high/medium density housing, live-work options, or small-scale commercial-industrial uses

RE4.5. Rezone properties to improve the transition from residential to commercial-industrial properties.



1144, 1130, 1124, & 1120 E. 7th St , at the southeast corner of Frank & E. 7th St
Source: Dan Bayers



1035/1043 Ross St & 1042-1056 E. 7th St, the triangular block between Earl, Ross, & E. 7th St
Source: Dan Bayers



1192-94, 1190, and 1180-84 E. 7th St , at the southeast corner of Earl & E. 7th St
Source: Dan Bayers



1066-1082 E. 7th St , at the southeast corner of Earl & E. 7th St
Source: Dan Bayers

Near East Side Roadmap



Streets that make it easy for customers to get here (S)

Another short and longer-term outcome of this roadmap is a safe, clean, attractive, and vibrant streetscape. To achieve this, E. 7th Street must become more pedestrian friendly, and have a greater consistency of design along the street. To achieve a critical mass of active uses and foot traffic, the walkable commercial district would benefit from a defined beginning (Maria) and end (Forest), and should engage local customers and regional traffic (car traffic, transit riders, and bicyclists).

Streets Objectives and Action Steps (S)

S1. A cohesive and attractive streetscape design for E. 7th Street, and lower Arcade Street

S1.1. Enlist business owners to participate in the design and maintenance of streetscape elements

S1.2. Continue working with businesses and expand on the E. 7th Street flower pot program, potentially in conjunction with a *Blooming Saint Paul* project

S1.3. Encourage the maintenance of clear walkways and street furniture in the district

S1.4. Initial investments in pedestrian amenities

a. Re-paint existing crosswalks at signalized intersections

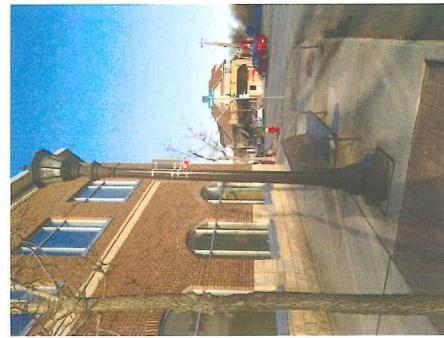
b. Upgrade and replace or remove existing street furniture, crumbling pavers and masonry, and bollards

c. Add new pedestrian-scale lighting, and street trees

d. Create unique physical identifiers to distinguish the district from other commercial districts

 **Blooming Saint Paul** is a citywide initiative to revitalize our communities through aesthetic and environmental enhancements, including planters, median plantings, on-street plantings. Neighborhood volunteers are important partners in the initiative.

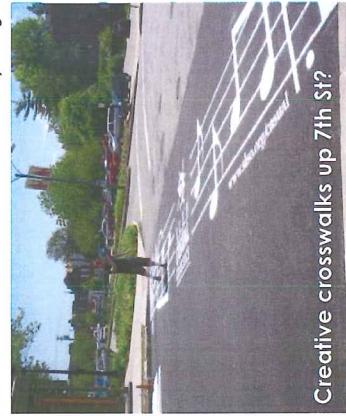
- e. Generate creative crosswalk designs parallel to E. 7th St to encourage pedestrians to "walk up the bluff"
- f. Ensure that large redevelopment projects have high-quality pedestrian connections to the walkable commercial district



Source: Luis Pereira



Source: Community Design Center



Creative crosswalks up 7th St?

Source: <http://www.publiz.net/2011/03/07/15-publicites-sur-des-pasages-pietons/>

Permeable pavers
Source: Metropolitan Design Center

Near East Side Roadmap

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Streets that make it easy for customers to get here (S)

Streets Objectives and Action Steps (S), continued

S2. Expanded bicycle facilities within and beyond the study area

S2.1. Inform facilities planning with citywide bicycle and neighborhood bicycling initiatives, including the St. Paul Grand Rounds

S2.2. Create an east-west bikeway south of E. 7th St to connect Johnson Parkway to Forest St

S2.3. Provide an on-street bike lane on Atlantic Street to connect the area south of E. 7th Street to Phalen Boulevard

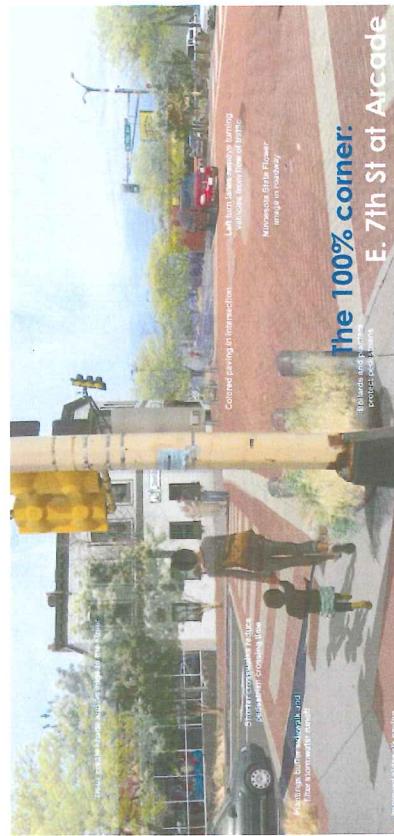
S2.4 Implement a way-finding system for pedestrians and bicyclists near E. 7th St to connect to and from the Bruce Vento Regional Trail at key locations (E. 7th St trailhead; Arcade/Neid Lane; Forest; Atlantic). Follow best practices developed through regional work in bicycle/pedestrian wayfinding

S2.5. Encourage the location of bicycle-oriented businesses and facilities within the walkable commercial district, including bike racks, bike lockers, and bicycle-oriented retail (e.g., repair, storage, etc.)

An east-west bike way...



Source: Ryan Kelley



Possible improvements at intersections include improved sidewalk paving, bollards and planters to increase pedestrian safety, plantings to buffer pedestrians and filter stormwater, shorter crosswalks to reduce pedestrian crossing times, and colored paving and a meaningful image printed in the middle of the intersection

Source: Metropolitan Design Center

Near East Side Roadmap

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Streets that make it easy for customers to get here (S)

Streets Objectives and Action Steps (S), continued

S3. Larger efforts to calm traffic and support the walkability of the commercial district, *continued*

S3.4. Determine ideal location(s) 1-2 midblock crosswalk(s) across a re-designed 3-lane E. 7th Street

S3.5. Determine where to install sustainable technologies such as infiltration planters or planted buffer areas (including trees) within in an expanded, 4-foot wide 7th St boulevard area to filter stormwater

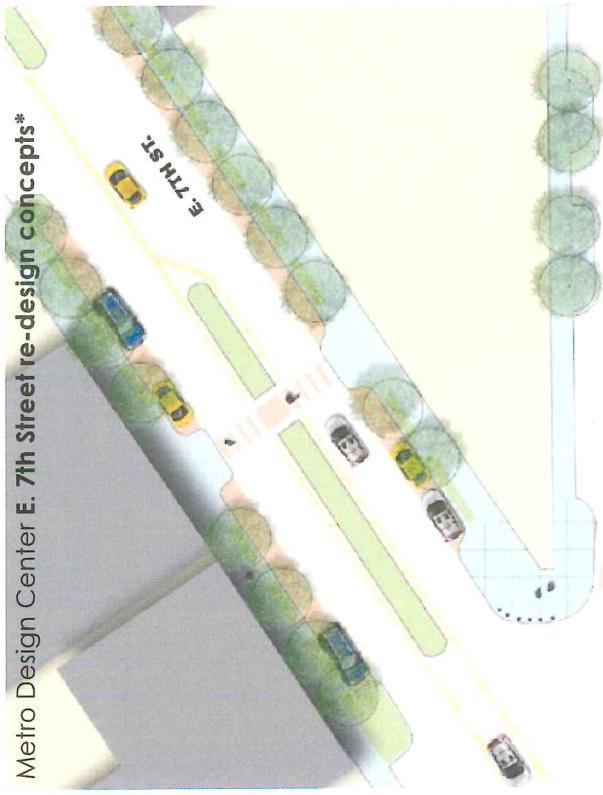
S3.6. Collaborate with Metro Transit to design and implement improved transit stations within the study area, potentially including limited stop or arterial bus rapid transit service, and/or fixed rail

S3.7. Work with MNDOT to develop a feasible streetscape redesign plan that includes preferred elements from the Metropolitan Design Center work

a. Seek funds to implement the plan

b. Develop a maintenance plan for each element of the streetscape

Metro Design Center E. 7th Street re-design concepts*



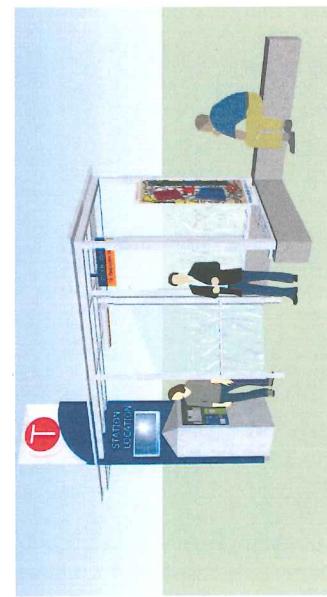
Source: Metropolitan Design Center

Re-design alternative #2

Possibilities...

- Add/replace street trees
- Extend curbs at corners
- Reduce drive lanes from four to three?
- Possible median in the center?
- Possible mid-block crossing location just east or west of Arcade?

*See Appendix H
for more detail



Small transit station with windscreen concept, rapid bus
Source: Metro Transit Arterial Transitway Corridors Study

Connectivity to open space. The City of Saint Paul has a rich system of parks and open space that provide increased livability. Open space is essential to quality of life and fortifies community. Parks and Recreation's Vision Plan sets up a goal to ensure that all residents are within $\frac{1}{2}$ mile from a park, trail or open space. Commercial areas receive benefits from proximity to open space. Facilitating connectivity through thoughtful planning and design can help increase access. The City's Parkland Dedication Ordinance (Section 69.51.1 of the Zoning Code) helps support the development and maintenance of parks throughout the City as demand increases. Developers work with City staff to establish Parkland Dedication requirements.

Near East Side Roadmap

Strengthened capacity and a stronger commercial district (C)

The East 7th St and lower Arcade Street area is more than its individual businesses. It is a distinct area that has a unique identity of small, retail and convenience service businesses. However, if businesses developed their capacities and became involved in district-wide initiatives, they would be better positioned as a whole in the local and regional marketplace. This capacity-building would give them a stronger hand in marketing the district to large employers, local and regional traffic, and the surrounding residential area.

Community Capacity Objectives and Action Steps (C)

C1. Current business needs and entrepreneurs within the neighborhood

C1.1. Work with East Side business associations' memberships to catalog business needs

C1.2. Work with LEDC to catalog Latino business needs and develop capacities

C1.3. Develop an inventory of neighborhood entrepreneurs in need of space

C1.4. Support established small businesses in their efforts to gain an equity stake in the corridor.

C2. Participation of E. 7th St businesses in commercial district initiatives

C2.1. Provide staff time to support business organizing; ensure staff has inter-cultural and neighborhood experience

C2.2. Increase the number of E. 7th Street businesses that are East Side business association members to magnify the collective voice of the commercial district

C2.3. Increase the engagement of business owners of color in district and neighborhood activities

C2.4. Encourage retail and restaurant businesses in the district to stay open after 5:30 PM on weekdays and have regular hours during the weekends.



Source: Dayton's Bluff Area Business Association

C2.5. Continue to hold community events to showcase businesses; hold such an event along E. 7th St.

C3. Business inventory analysis to determine gaps needed for commercial district vitality

C3.1. Determine business types that currently experience a moderate to significant level of spending by residents but lack a presence in the district and/or neighborhood

sabor latino. Aproximadamente 22 de 130 negocios por este tramo de la calle séptima son manejados por latinos. Además, el barrio tiene al Consulado Mexicano, que atrae a ciudadanos mexicanos residentes del estado de Minnesota. Otras nacionalidades representadas incluyen Salvadoreños, Peruanos, Colombianos, Panameños y mas!

En mayo de 2011, una reunión de negociantes latinos tomó lugar como parte de este proceso. Unas ideas/prioridades surgieron de la discusión:

- Mejorar el imagen de la zona – explotar el Consulado Mexicano y la universidad
- Realizar una campaña de mercadeo
- Organizar una fiesta en la calle cada año
- Utilizar una variedad de colores en los edificios en la zona y decorar la calle con luces y macetas de flores.
- Bajar la velocidad de los carros en la calle 7.
- Crear un diálogo continuo de negocios latinos



CLUES y el Consulado Mexicano

Near East Side Roadmap